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L1	9	"pay-for-placement" and random\$2	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/01/08 16:04
L2	109	(random adj1 order) and bid\$3	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/01/08 16:09
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L4	9	3 and placement	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/01/08 16:10
L5	15	((adverti\$8 with bid\$3 ) with search) and weigh\$3	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/01/08 16:13
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# 1 [Website navigation architectures and their effect on website visibility: a literature survey](#)

Melius Weideman, Mongezi Mgidana

 October 2004 **Proceedings of the 2004 annual research conference of the South African institute of computer scientists and information technologists on IT research in developing countries**

 Full text available: pdf(36.01 KB) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)

Search engines hold a promise of delivering relevant and useful information to the human user. The primary objective of this research project is to compare and report on different types of navigation schemes, their advantages and disadvantages, and the impact they have on the visibility of a webpage to a search engine crawler. The method employed was to review relevant literature, compare the advantages and disadvantages of navigation architectures and to reach a conclusion. It was found that ...

**Keywords:** crawler, design, human factors, navigation, performance, search engine, visibility

# 2 [Auctions and E-commerce: Paid placement strategies for internet search engines](#)

Hemant K. Bhargava, Juan Feng

 May 2002 **Proceedings of the eleventh international conference on World Wide Web**

 Full text available: pdf(294.18 KB) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)

Internet search engines and comparison shopping have recently begun implementing a paid placement strategy, where some content providers are given prominent positioning in return for a placement fee. This bias generates placement revenues but creates a disutility to users, thus reducing user-based revenues. We formulate the search engine design problem as a tradeoff between these two types of revenues. We demonstrate that the optimal placement strategy depends on the relative benefits (to provid ...

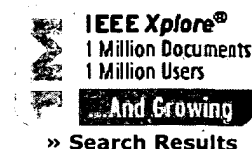
**Keywords:** bias, information gatekeepers, paid placement, promotion, search engines

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☐ Check to search within this result set**Results Key:****JNL** = Journal or Magazine   **CNF** = Conference   **STD** = Standard**1 Distributed auction servers resolving winner and winning bid without revealing privacy of bids***Kikuchi, H.; Hotta, S.; Abe, K.; Nakanishi, S.;*

Parallel and Distributed Systems: Workshops, Seventh International Conference on, 2000 , 4-7 July 2000

Pages:307 - 312

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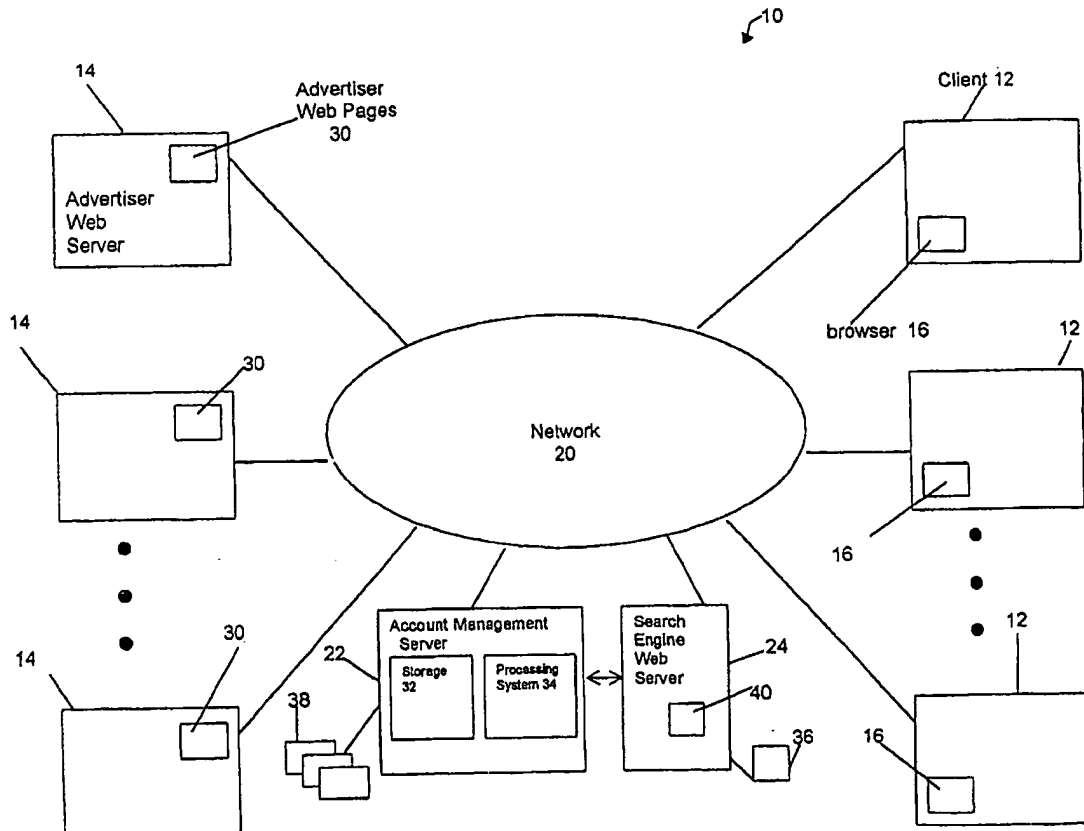
US 20030055816A1

(19) **United States**(12) **Patent Application Publication**  
**Paine et al.**(10) **Pub. No.: US 2003/0055816 A1**(43) **Pub. Date: Mar. 20, 2003**(54) **RECOMMENDING SEARCH TERMS USING  
COLLABORATIVE FILTERING AND WEB  
SPIDERING**application No. 09/322,677, filed on May 28, 1999,  
now Pat. No. 6,269,361.

Publication Classification

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Heights, CA (US)(51) **Int. Cl.<sup>7</sup>** ..... G06F 7/00  
(52) **U.S. Cl.** ..... 707/3(57) **ABSTRACT****Correspondence Address:**  
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**CHICAGO, IL 60611 (US)**(21) **Appl. No.:** 10/020,712(22) **Filed:** Dec. 11, 2001**Related U.S. Application Data**(63) Continuation-in-part of application No. 09/911,674,  
filed on Jul. 24, 2001, which is a continuation of

In a pay-for-placement search system, the system makes search term recommendations to advertisers managing their accounts in one or more of two ways. A first technique involves looking for good search terms directly on an advertiser's web site. A second technique involves comparing an advertiser to other, similar advertisers and recommending the search terms the other advertisers have chosen. The first technique is called spidering and the second technique is called collaborative filtering. In the preferred embodiment, the output of the spidering step is used as input to the collaborative filtering step. The final output of search terms from both steps is then interleaved in a natural way.





US 20030149622A1

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(54) **AUTOMATIC FLIGHT MANAGEMENT IN  
AN ONLINE MARKETPLACE**application No. 09/322,677, filed on May 28, 1999,  
now Pat. No. 6,269,361.(76) Inventors: Narinder Pal Singh, Half Moon Bay,  
CA (US); Darren J. Davis, Rowland  
Heights, CA (US)**Publication Classification**(51) Int. Cl.<sup>7</sup> ..... G06F 17/60  
(52) U.S. Cl. .... 705/14Correspondence Address:  
**BRINKS HOFER GILSON & LIONE**  
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CHICAGO, IL 60611 (US)(57) **ABSTRACT**

(21) Appl. No.: 10/072,220

(22) Filed: Feb. 8, 2002

**Related U.S. Application Data**(63) Continuation-in-part of application No. 09/918,241,  
filed on Jul. 30, 2001, which is a continuation of

A database search system includes a database of search terms, each search term associated with a bid amount, payable by an advertiser of a plurality of advertisers, and a search engine responsive to search queries from searchers for searching the database. A flight management agent is responsive to advertiser-specified parameters for adjusting bid amounts of search listings to manage expenditures over a time interval.

